

Branding Pittsburgh – Green for Good

Like the green foliage that slowly emerges from winter’s grey embrace until it saturates the landscape, a similar greening is emerging from Pittsburgh’s grey industrial past.

Former industrial sites have morphed into attractive residential, employment and entertainment centers.

Abandoned railroad corridors have evolved into corridors of trails and greenways meandering through the county and beyond linking western PA with Washington D.C.

Pittsburgh has become a national leader in the number of LEEDS certified “green” buildings.

Pittsburgh City Council in 2005, passed new zoning regulations to better protect the wooded hillsides that embrace and define the image of Pittsburgh.

County Council recently committed to creating a countywide riverfront park – the largest of its kind in the world. This commitment follows a similar one made by Allegheny County Commissioners in the early 1990’s to establish a countywide land trust that has since protected nearly 1,500 acres.

Lest we forget the legacy of Rachel Carson, and perhaps the most ambitious greening effort undertaken a generation ago to clean up the air and rivers.

These are just a few examples and indicators of our region’s continued social, political and ethical evolution towards a cleaner and greener community and economy. They represent investments in our environment that pay dividends for generations and help to brand Pittsburgh... Green for Good.

Roy Kraynyk
Executive Director
Allegheny Land Trust